Member profile guides

Customizing your member engagement strategy by consumer type

What do your members expect from lab services? And how might that help you shape member engagement efforts?

Consumerism in healthcare is here to stay.

Your members are consumers, bringing the same expectations to health plans as they do to retail stores, banks, and hotels. To stay ahead—and remain competitive—health plans are beginning to personalize the member experience: 80% are focusing on improving both member engagement and satisfaction.¹ This requires understanding members’ cultures and communities,² in addition to their individual needs and preferences.

What are the benefits of personalization?

Avoiding a cookie-cutter approach to member engagement can not only inspire loyalty, but also lead to better health outcomes—and potentially do more for your bottom line.

Knowing your members’ consumer type can help you more fully engage them.

From millennials to baby boomers, the generally healthy to the chronically ill, your members span a full range of ages, incomes, conditions, and needs.

For more insights into member preferences, Quest Diagnostics conducted a research study that narrowed this member range down to three common lab services consumer types.³

<table>
<thead>
<tr>
<th>Frequent testers</th>
<th>Parents</th>
<th>Busy professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby boomers who trust and rely on the knowledge of their physicians</td>
<td>Pregnant women and mothers who want more information</td>
<td>Professionals invested in their care yet hard to please</td>
</tr>
</tbody>
</table>

By understanding the mind-set of these member types and communicating with them more effectively about their lab expectations, experiences, and results, you can help engage them further in their health, for better clinical and financial outcomes.
Frequent testers

Coverage
Primarily Medicare

White or blue collar
Upper middle class

Engagement opportunity
An aging baby boomer population means a growing group to engage
Least demanding of all member types (easier to satisfy)

Pain points
Prefer quiet waiting rooms
Lack of information/poor communication leads to negative experience

Emotional mind-set
I’m in control of my health and am comfortable with whatever tests my doctor recommends.

Healthcare attitudes
<table>
<thead>
<tr>
<th>Manage their conditions</th>
<th>Partner with physicians</th>
<th>Trust physician recommendations</th>
<th>Confident and engaged</th>
<th>Want complete access to lab results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>62% look for information online first⁴</td>
<td>44% prefer to do tasks digitally⁴</td>
<td></td>
</tr>
<tr>
<td>Top devices for research⁴</td>
<td></td>
<td>94% TV</td>
<td>82% mobile</td>
<td>77% computer</td>
</tr>
</tbody>
</table>

Recommendations
Keep them satisfied

They look to their physicians first for guidance—provide useful information and resources that your provider partners can use to engage these members in their health

Stay in touch—keep the lines of communication open via phone, member portal, or even in person (e.g., retail locations)

Offer both online and offline ways to connect—more than half still prefer to complete tasks offline; yet the number who want more convenience, such as telehealth options, is growing⁴

Top devices for research⁴

Top healthcare search topics
Cancer
Diabetes
Celiac disease

Online habits
(ages 55–69)
Well-informed by accessing healthcare information online:
• Medical news sites
• Hospital sites
• Health forums (by health topic)
• Blogs

62% look for information online first⁴
44% prefer to do tasks digitally⁴
Parents

Coverage
Uninsured
Self-insured
ACA
Employer-sponsored

Education level
Up to 4-year degree

33%
of lab service users²

Engagement opportunity
Hungry for information on health and wellness
Want to feel empowered to make good decisions

For pregnant women:
Making the right choices is key
For mothers with sick children:
Child’s experience is key

Top healthcare search topics
Gestational diabetes
Pediatrics
Allergies

Emotional mind-set
I have anxiety about testing and the decisions I face. I want access to as much information as possible.

Healthcare attitudes

Online and on board
Least satisfied of all member types
Anxious from overall lab experience
Overwhelmed by decision-making
Shops around—will switch to save money

71% look for information online first³

47% prefer to do tasks digitally⁴

Top devices for research¹

92% TV
90% mobile
81% computer

Recommendations
Ease their anxiety

Provide information and curated online resources—this can help with decision-making and reduce anxiety; also consider pointing them toward additional services they can benefit from

Don’t make them wait—answer their questions online or, as some health plans are doing, in person at retail locations²

Be transparent about cost, when possible—and help them find ways to save

Member type
Least satisfied and most price-conscious of all member types

Pain points

Least satisfied and most price-conscious of all member types
Expensive lab procedures
Lack of flexible lab scheduling
Long lab wait times

Top healthcare search topics

Gestational diabetes
Pediatrics
Allergies

Insights from Facebook activity
Pregnant women
Seek reputable advice and support to ease their anxiety on pages such as BabyCenter, and gather information about safe, quality products at a good value on pages like Target Baby

Mothers with sick children
Seek online support, help, and reassurance from fellow mothers, on pages such as Fans of Being a Mom, as well as information about quality brands and cost-saving opportunities

Top devices for research¹

TV
mobile
computer
**Busy professionals**

**Coverage**
- Employer-sponsored

**Education level**
- 4-year degree or higher

**Engagement opportunity**
Most demanding of all member types (harder to satisfy)
Least loyal of all member types

**Pain points**
- Long lab wait times
- Lack of immediate health data
- Inability to remain plugged in to work while waiting

**Emotional mind-set**
I am proactive about my health and will pay more for services that improve the quality of my life.

**Healthcare attitudes**

<table>
<thead>
<tr>
<th>Proactive</th>
<th>Demanding</th>
<th>Independent</th>
<th>Want services that fit lifestyle needs/preferences</th>
<th>Want data access</th>
<th>“Time is money” mentality</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>56%</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

- 73% look for information online first
- 56% prefer to do tasks digitally

**Top devices for research**

<table>
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<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>89%</td>
</tr>
<tr>
<td>Mobile</td>
<td>91%</td>
</tr>
<tr>
<td>Computer</td>
<td>80%</td>
</tr>
</tbody>
</table>

**Top healthcare search topics**
- General wellness
- Preventive healthcare

**Insights from Facebook activity**

- **Women**
  - Interested in high-end brands, correlating quality with cost; additionally seeking information about fitness, on pages like *Shape*, and self-help, on pages such as that of *Elizabeth Gilbert*
- **Men**
  - Interested in high-end brands, correlating quality with cost; also interested in advanced technology, staying up to date, and being the first to know, on pages such as *TechCrunch*

**Recommendations**

**Give them quality**

- Keep them informed and up to date with resources and information about new services—in ways that are valuable to them (e.g., text alerts)
- Highlight preventive health and wellness initiatives—these members will be especially receptive

- Offer tips and methods for maximizing their time with doctors—getting their lab work done more efficiently, etc.
Interested in learning more? Contact your Quest Diagnostics sales representative or visit us at QuestDiagnostics.com/HealthPlans.

References

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